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Machine Learning Solutions Oct 31 2022 Practical, hands-on solutions in Python to overcome any problem in Machine Learning Key Features Master the advanced concepts, methodologies, and use cases of machine learning Build ML applications for analytics, NLP and computer vision domains Solve the most common problems in building machine learning models Book Description Machine learning (ML) helps you find hidden insights from your data without the need for explicit programming. This book is your key to solving any kind of ML problem you might come across in your job. You'll encounter a set of simple to complex problems while building ML models, and you'll not only resolve these problems, but you'll also learn how to build projects based on each problem, with a practical approach and easy-to-follow examples. The book includes a wide range of applications: from analytics and NLP, to computer vision domains. Some of the applications you will be working on include stock price prediction, a recommendation engine, building a chat-bot, a facial expression recognition system, and many more. The problem examples we cover include identifying the right algorithm for your dataset and use cases, creating and labeling datasets, getting enough clean data to carry out processing, identifying outliers, overfitting datasets, hyperparameter tuning, and more. Here, you'll also learn to make more timely and accurate predictions. In addition, you'll deal with more advanced use cases, such as building a gaming bot, building an extractive summarization tool for medical documents, and you'll also tackle the problems faced while building an ML model. By the end of this book, you'll be able to fine-tune your models as per your needs to deliver maximum productivity. What you will learn Select the right algorithm to derive the best solution in ML domains Perform predictive analysis efficiently using ML algorithms Predict stock prices using the stock index value Perform customer analytics for an e-commerce platform Build recommendation engines for various domains Build NLP applications for the health domain Build language generation applications using different NLP techniques Build computer vision applications such as facial emotion recognition Who this book is for This book is for the intermediate users such as machine learning engineers, data engineers, data scientists, and more, who want to solve simple to complex machine learning problems in their day-to-day work and build powerful and efficient machine learning models. A basic understanding of the machine learning concepts and some experience with Python programming is all you need to get started with this book.

Radical Solutions and eLearning Dec 29 2019 Educational Technology is the right couple to a radical innovation. Thanks to the appropriate technology in the right context with the best fit to the target audience, education can be drastically improved, meaning a better performance, competence achievement, match with the user's expectations and with the market needs. Serious games, Virtual reality, Augmented reality, Remote labs, Online learning, Blockchain, Mobile learning and many other key technologies allow for a better explanation of so many subjects, and even more: for a complete student involvement and a full teacher engagement into the educational system. Technology gives another angle to the same content, provides the user with a personalised experience and pushes the limits of knowledge a little further, every time. This book presents a number of radical innovations through technology, from experienced cases studies, to be replicated and inspired by; a powerful resource handbook for cutting-edge education.

EBOOK: Teaching Adult Numeracy: Principles & Practice Feb 29 2020 This book offers friendly guidance on how to work with adult learners to develop their numeracy and mathematics skills. It brings together current research and practice on teaching adult numeracy into one handy volume and covers the major issues faced by teachers of adult numeracy such as current policy perspectives and implications for teaching practice. There are reflective tasks throughout, which encourage you to develop and apply your theoretical knowledge to your own experiences. Key features include: Reviews of existing policy and research and implications for practice Reflective tasks with commentary, encouraging you to develop and apply your knowledge Case studies of real student experiences Practical activities and ideas to support the planning, teaching and assessment of adult numeracy Drawing on the substantial experience of the contributors, who have a wealth of experience as practitioners and researchers in the field, this book is an essential resource for trainee and practising teachers of adult numeracy and mathematics. It is also an ideal textbook to support teacher training courses leading to a subject specific qualification in teaching numeracy to adults. Contributors: Jackie Ashton, John Barton, Carolyn Brooks, Martyn Edwards, Janette Gibney, David Holloway, David Kaye, Beth Kelly, Barbara Newmarch, Helen Oughton, David Prinn, Diana Spurr, Rebecca Woolley "This is a quite unique book about teaching adult numeracy, which will be invaluable to the many practitioners in this field. The chapters, contributed by a group of experienced and successful lecturers and practitioners, include all aspects of this field, from methods of teaching specific mathematical topics to more general explorations of dyscalculia and emotional factors in adult learners. Each chapter includes research findings and thoughtful presentation of ideas with practical ideas for teaching, and tasks for the reader. This is a market which has not been served well in the past, so it is good to see the gap filled at last." Margaret Brown, Emeritus Professor of Mathematics Education, King's College London, UK "The editors of this book set out to produce a text that would support teacher-education programmes for adult numeracy, and their book does that and more. The content covers different types of learners, different settings, different understandings of what numeracy actually is; and ranges from commentary on research through case studies to "how to" hints and tips for teaching. Chapters 7 (on provoking mathematical thinking) and 8 (attitudes, beliefs and teaching) should be a required read for any adult numeracy teacher. The book would be at home on any numeracy teacher's desk, and would make an excellent set text for numeracy teacher training courses." Carol Randall, course co-ordinator for numeracy in the department of Lifelong Learning Teacher Education, University of Greenwich, UK "This book is a welcome addition to the growing literature on adult numeracy. It should be essential reading for trainee and practising adult numeracy educators. It brings together relevant research and professional wisdom on a wide variety of aspects of adult numeracy teaching and learning in an accessible way, with well-focussed tasks for readers to extend their knowledge and understanding. While the book is born out of UK concerns and issues, it is also relevant to international readers. Highly recommended." Professor Diana Coben PhD, Director, National Centre of Literacy & Numeracy for Adults, University of Waikato, New Zealand, and Hon. Trustee, Adults Learning Mathematics - A Research Forum (ALM -- www.alm-online.net/)

Ebooks in education Aug 29 2022

EBOOK: Contemporary Management - MEE, 2e May 14 2021 The Second Middle East Edition blends theory with contemporary management practice. Dr. Marina Apaydin (American University of Beirut) joins the authoring team in this edition for significant enhancements to content and presentation of topics. New chapter-opening cases have been added to feature companies and management personalities from the Middle East. Management Insights vignettes offer balanced representation of international as well as local, small-to-medium sized companies and start-ups, to ensure applicability of theory in a variety of contexts. Updated content and improved topics coverage ensure closer alignment with introductory management courses: • Two new topics have been added on the history of management in the Arab world in Chapter 2, and Islamic ethics in Chapter 5. • Improved content coverage includes a new Chapter 3 focusing on the Manager as a Person. • Improved and streamlined coverage of managerial processes relating to organizational culture in Chapter 4. • Managing in the Global Environment includes revised terminology consistent with International Business courses. • Chapters 8 through 11 have gone through substantial revision to focus on control as part of managing the organizational structure, and organizational learning as part of change and innovation. • Chapter 16 includes contemporary topics on communication including social media, influencers, and a guide to networking. Dr. Marina Apaydin is an Assistant Professor of Strategic Management at the Olayan School Business at the American University of Beirut, Lebanon. Dr. Omar Belkohodja is an Associate Professor of Strategic Management and International Business at the School of Business Administration at the American University of Sharjah, UAE.

Current Affairs November 2015 eBook Mar 31 2020 Quick Overview Current Affairs November 2015 eBook brought to you by Jagranjosh.com covers all the international and national current affairs that will help the candidates while preparing for different competitive exams like IAS/PCS, SSC, Bank, MBA and others. Details – Current Affairs November 2015 eBook · It provides the comprehensive coverage of the current affairs that happened in November 2015. · It covers the current affairs of November 2015 with ample background and provides a detailed analysis of all the national and international events. · The presentation of the current affairs is provided in very simple and easy-to-understand language. · The November 2015 eBook will be of immense help for the candidates preparing for forthcoming exams. · The eBook will be handy for the forthcoming exams like IBPS CWE PO/MT –V (Main) Exam, IBPS CWE RRB - IV, Combined Defence Services Exam (II) 2015, NDA & NA Exam (II) 2015, Indian Economic Services/Indian Statistical Services Exam 2015, Combined Geo-Scientist & Geologists Exam 2015, Engineering Services Exam 2015, Combined Medical Services Exam 2015, Civil Services (Mains) Exam 2015, Central Armed Police Forces (AC) Exam 2015 and others. The November 2015 eBook is the result of effort of experts in competitive exams and covers the current affairs from the field of national, international, economy, corporate, sports, science & technology, environment & ecology, awards/honours, books/authors, committees/commissions, reports/surveys, and other important current affairs.

Integrated E-learning Sep 17 2021 This book forms a serious, in-depth study of the subject and proposes that e-learning is not simply a matter of 'digitizing' traditional materials, but involves a new approach, which must take into account pedagogical, technological and organizational features to form a well-designed education system.

Beginning SharePoint 2013 Development eBook and SharePoint-videos.com Bundle Jun 14 2021 Beginning SharePoint 2013 Development eBook and SharePoint-videos.com Bundle

Radical Solutions for Education in Africa Jan 22 2022 This book explores the state of open education in terms of self-directed learning on the African continent. Through a combination of conceptual, systematic literature review and empirical chapters, readers will get a research-based impression of these aspects in this area. Apart from presenting existing wider trends regarding open education, this book also reports on effective open practices in support of self-directed learning.

EBOOK: Adult Teaching And Learning: Developing Your Practice Mar 24 2022 "This is a guide to teaching and learning in the real world. [The author] encourages us to understand current theories about how people learn, and can best be helped to learn, while urging us to question our assumptions, recognise the importance of context, and reflect on our own understanding of what it means to be an adult learner." John Field, Professor of Lifelong Learning and Co-Director of the Centre for Research in Lifelong Learning, University of Stirling, UK This book is an essential guide to developing your practice in adult teaching and learning. Key features include: Exploration of key theoretical issues which are related directly to real learning contexts Practical ideas and suggestions to promote the development of teaching practice in new ways Conceptual tools for reflective practice Informed by the author's rich theoretical knowledge and practical experience of the field, this book encourages you to reflect on your own personal practice and understanding. In this way, it re-frames the teaching and learning process and puts the focus on the professional character of the teacher, recognising the extent to which the personal approach adopted by individual teachers shapes learning experiences. Through the use of case studies and examples drawn from a wide variety of learning environments it promotes a dynamic and engaging approach and encourages you to experiment with new ways of teaching. These examples are ideal for new teachers facing the daunting prospect of engaging, motivating and challenging their learners in their first teaching roles. For the more practically experienced, it presents a vital stimulus to reflection for the purposes of professional development or accredited study. This thoughtful book is important reading for anyone with the responsibility for the learning of adults whether a student, new teacher or experienced professional.

Radical Solutions and Learning Analytics Nov 19 2021 Learning Analytics become the key for Personalised Learning and Teaching thanks to the storage, categorisation and smart retrieval of Big Data. Thousands of user data can be tracked online via Learning Management Systems, instant messaging channels, social networks and other ways of communication. Always with the explicit authorisation from the end user, being a student, a teacher, a manager or a persona in a different role, an instructional designer can design a way to produce a practical dashboard that helps him improve that very user's performance, interaction, motivation or just grading. This book provides a thorough approach on how education, as such, from teaching to learning through management, is improved by a smart analysis of available data, making visible and useful behaviours, predictions and patterns that are hinder to the regular eye without the process of massive data.

EBOOK: Podcasting for Learning in Universities Sep 25 2019 Podcasting for Learning in Universities details several examples of research into practice for the successful use of podcasts in Higher Education, drawing from studies in the UK, Australia and South Africa. The book offers a practical transferable model and guidelines for integrating podcasts in higher education contexts. There is a dedicated website at www.podcastingforlearning.com with further links and examples. "The sheer range of ideas for using podcasts shown by the case studies, will hopefully spark off a number of ideas for ways in which practice in one subject can be re-used in another. Case studies covering reflective learning, active learning, students voices, fieldwork, distance learning and learning transferable skills, show that podcasts are flexible enough as a medium to deliver effective learning outcomes regardless of the subject." ESCalate, 2nd October 2008. To read more of the ESCalate review click here. "This book is exactly what is required for a wide range of potential readers - it is practical, yet derived from research; it is focused on student learning, yet has a technical component; it is leading-edge, yet it draws on many case studies." Professor Robin Mason, The Open University, UK "I recommend this book to all academics in higher education." Peter Bullen, Ford Professor of Automotive Engineering, University of Hertfordshire, UK "This book shows how podcasts can help transform the teaching and learning experience in Higher Education...a blueprint for podcast use." Professor David Nicol, University of Strathclyde, Scotland "The students' views are represented strongly throughout the book, which helps to make it a compelling and extremely worthwhile read." Dr Linda Creanor, Glasgow Caledonian University, Scotland "Finally, a Podcasting Bible for education!" Mazlan Hasan, Senior Instructional Designer, National Institute of Education, Singapore "The 10-step pedagogic model for developing podcasting provides an essential step-by-step guide for anyone venturing into this area for the first time." Richard Wallis, TwoFour Learning "After reading this book, I am attracted to offering another flexible learning choice. Podcasting affords active learning whether individual, cooperative or collaborative contributions, either formal or informal." Denise Nelson, Course Designer, SIAST Virtual Campus, Canada Contributors: Marialuisa Aliotta, Simon Bates, David Bell, Keith Brunton, Chris Cane, Annette

Cashmore, Claire Chambers, Brian Cox, Chris Dennett, Stuart Downward, Palitha Edirisingha, John Fothergill, Derek France, Martin Jenkins, Mark J. W. Lee, David Livingstone, Jo Lonsdale, Kenny Lynch, Raymond Macharia, Matthew Mobbs, Richard Mobbs, Nick Mount, Dick Ng'ambi, Ming Nie, Chris Ribchester, Libby Rothwell, Gilly Salmon, Nick Short, Adam Stevens, John Traxler, Belinda Tynan and Kim Whittlestone.

Deep Learning Nov 27 2019 An introduction to a broad range of topics in deep learning, covering mathematical and conceptual background, deep learning techniques used in industry, and research perspectives. "Written by three experts in the field, Deep Learning is the only comprehensive book on the subject." —Elon Musk, cochair of OpenAI; cofounder and CEO of Tesla and SpaceX Deep learning is a form of machine learning that enables computers to learn from experience and understand the world in terms of a hierarchy of concepts. Because the computer gathers knowledge from experience, there is no need for a human computer operator to formally specify all the knowledge that the computer needs. The hierarchy of concepts allows the computer to learn complicated concepts by building them out of simpler ones; a graph of these hierarchies would be many layers deep. This book introduces a broad range of topics in deep learning. The text offers mathematical and conceptual background, covering relevant concepts in linear algebra, probability theory and information theory, numerical computation, and machine learning. It describes deep learning techniques used by practitioners in industry, including deep feedforward networks, regularization, optimization algorithms, convolutional networks, sequence modeling, and practical methodology; and it surveys such applications as natural language processing, speech recognition, computer vision, online recommendation systems, bioinformatics, and videogames. Finally, the book offers research perspectives, covering such theoretical topics as linear factor models, autoencoders, representation learning, structured probabilistic models, Monte Carlo methods, the partition function, approximate inference, and deep generative models. Deep Learning can be used by undergraduate or graduate students planning careers in either industry or research, and by software engineers who want to begin using deep learning in their products or platforms. A website offers supplementary material for both readers and instructors.

Radical Solutions and Open Science Feb 20 2022 This open access book presents how Open Science is a powerful tool to boost Higher Education. The book introduces the reader into Open Access, Open Technology, Open Data, Open Research results, Open Licensing, Open Accreditation, Open Certification, Open Policy and, of course, Open Educational Resources. It brings all these key topics from major players in the field; experts that present the current state of the art and the forthcoming steps towards a useful and effective implementation. This book presents radical, transgenic solutions for recurrent and long-standing problems in Higher Education. Every chapter presents a clear view and a related solution to make Higher Education progress and implement tools and strategies to improve the user's performance and learning experience. This book is part of a trilogy with companion volumes on Radical Solutions & Learning Analytics and Radical Solutions & eLearning.

EBOOK: Marketing: The Core Jun 02 2020 EBOOK: Marketing: The Core

Learning Management System Technologies and Software Solutions for Online Teaching: Tools and Applications Apr 12 2021 "This book gives a general coverage of learning management systems followed by a comparative analysis of the particular LMS products, review of technologies supporting different aspect of educational process, and, the best practices and methodologies for LMS-supported course delivery"-- Provided by publisher.

EBOOK: Vector Mechanics for Engineers: Statics (SI units) Aug 17 2021 Target AudienceThis text is designed for the first course in Statics offered in the sophomore year. OverviewThe main objective of a first course in mechanics should be to develop in the engineering student the ability to analyze any problem in a simple and logical manner and to apply to its solution a few, well-understood, basic principles. This text is designed to help the instructor achieve this goal. Vector analysis is introduced early in the text and is used in the presentation and discussion of the fundamental principles of mechanics. Vector methods are also used to solve many problems, particularly three-dimensional problems where these techniques result in a simpler and more concise solution. The emphasis in this text, however, remains on the correct understanding of the principles of mechanics and on their application to the solution of engineering problems, and vector analysis is presented chiefly as a convenient tool. In order to achieve the goal of being able to analyze mechanics problems, the text employs the following pedagogical strategy: Practical applications are introduced early. New concepts are introduced simply. Fundamental principles are placed in simple contexts. Students are given extensive practice through: sample problems, special sections entitled Solving Problems on Your Own, extensive homework problem sets, review problems at the end of each chapter, and computer problems designed to be solved with computational software. Resources Supporting This Textbook Instructor's and Solutions Manual features typeset, one-per-page solutions to the end of chapter problems. It also features a number of tables designed to assist instructors in creating a schedule of assignments for their course. The various topics covered in the text have been listed in Table I and a suggested number of periods to be spent on each topic has been indicated. Table II prepares a brief description of all groups of problems. Sample lesson schedules are shown in Tables III, IV, and V, together with various alternative lists of assigned homework problems. For additional resources related to users of this SI edition, please visit http://www.mheducation.asia/olc/beerjohnston. McGraw-Hill Connect Engineering, a web-based assignment and assessment platform, is available at http://www.mhhe.com/beerjohnston, and includes algorithmic problems from the text, Lecture PowerPoints, an image bank, and animations. Hands-on Mechanics is a website designed for instructors who are interested in incorporating three-dimensional, hands-on teaching aids into their lectures. Developed through a partnership between the McGraw-Hill Engineering Team and the Department of Civil and Mechanical Engineering at the United States Military Academy at West Point, this website not only provides detailed instructions for how to build 3-D teaching tools using materials found in any lab or local hardware store, but also provides a community where educators can share ideas, trade best practices, and submit their own original demonstrations for posting on the site. Visit http://www.handsonmechanics.com. McGraw-Hill Tegrity, a service that makes class time available all the time by automatically capturing every lecture in a searchable format for students to review when they study and complete assignments. To learn more about Tegrity watch a 2-minute Flash demo at http://tegritycampus.mhhe.com.

Seamless Learning Aug 24 2019 This book introduces readers to the latest state of research and development in seamless learning. It consolidates various approaches to and practices in seamless learning from a range of techno-pedagogical, socio-situated and socio-cultural perspectives. Further, it details our current understanding of learning in both formal and informal settings, crossover learning, incidental learning, and context-based learning approaches, together with these aspects' linkages to the notion of seamlessness. The book is divided into sections addressing the theorization of seamless learning, understanding informal learning, research methodological issues, technology-enabled seamless learning and real-world applications of seamless learning.

Digital Learning Jul 24 2019 Today quality of education hinges less on mode of instruction or institutional reputation than on the commitment of individual administrators and instructors to understand and apply digital learning. Digital Learning reveals the technologies behind successful implementation of online learning and teaching, and introduces the most important concepts and relationships in plain language. Readers are also provided with a glossary of key terms and a selection of resources.

Creating a Culture of Feedback Dec 09 2020 By overemphasizing high-stakes evaluations as tools for reporting what students know and can do, we ve created a culture of grading instead of a culture of feedback in our schools and classrooms. In this book, the authors urge educators to shift their classroom focus, prioritizing effective feedback over grades and making students partners in their own learning. Discover how to state learning intentions clearly and provide individualized feedback to give students all the information they need to succeed. Benefits Gain instructional strategies for prioritizing feedback over grading in upper elementary, middle, and high school classrooms. Shift classrooms from a culture of grading to a culture of feedback. Discover how important feedback is to developing learners and how to use digital tools to effectively involve students in assessment. Determine the characteristics of effective feedback for students, including how to clarify for students what mastery of the content and skills looks like. Learn the benefits of having students engage in peer feedback. Gain guidance on communicating the differences between grading and feedback to parents and students. Contents Foreword Introduction 1 Where Am I Going? 2 How Am I Doing? 3 What Are My Next Steps? Conclusion References "

Reinforcement Learning, second edition Aug 05 2020 The significantly expanded and updated new edition of a widely used text on reinforcement learning, one of the most active research areas in artificial intelligence. Reinforcement learning, one of the most active research areas in artificial intelligence, is a computational approach to learning whereby an agent tries to maximize the total amount of reward it receives while interacting with a complex, uncertain environment. In Reinforcement Learning, Richard Sutton and Andrew Barto provide a clear and simple account of the field's key ideas and algorithms. This second edition has been significantly expanded and updated, presenting new topics and updating coverage of other topics. Like the first edition, this second edition focuses on core online learning algorithms, with the more mathematical material set off in shaded boxes. Part I covers as much of reinforcement learning as possible without going beyond the tabular case for which exact solutions can be found. Many algorithms presented in this part are new to the second edition, including UCB, Expected Sarsa, and Double Learning. Part II extends these ideas to function approximation, with new sections on such topics as artificial neural networks and the Fourier basis, and offers expanded treatment of off-policy learning and policy-gradient methods. Part III has new chapters on reinforcement learning's relationships to psychology and neuroscience, as well as an updated case-studies chapter including AlphaGo and AlphaGo Zero, Atari game playing, and IBM Watson's wagering strategy. The final chapter discusses the future societal impacts of reinforcement learning.

Transactional Machine Learning with Data Streams and AutoML Jun 22 2019 Understand how to apply auto machine learning to data streams and create transactional machine learning (TML) solutions that are frictionless (require minimal to no human intervention) and elastic (machine learning solutions that can scale up or down by controlling the number of data streams, algorithms, and users of the insights). This book will strengthen your knowledge of the inner workings of TML solutions using data streams with auto machine learning integrated with Apache Kafka. Transactional Machine Learning with Data Streams and AutoML introduces the industry challenges with applying machine learning to data streams. You will learn the framework that will help you in choosing business problems that are best suited for TML. You will also see how to measure the business value of TML solutions. You will then learn the technical components of TML solutions, including the reference and technical architecture of a TML solution. This book also presents a TML solution template that will make it easy for you to quickly start building your own TML solutions. Specifically, you are given access to a TML Python library and integration technologies for download. You will also learn how TML will evolve in the future, and the growing need by organizations for deeper insights from data streams. By the end of the book, you will have a solid understanding of TML. You will know how to build TML solutions with all the necessary details, and all the resources at your fingertips. What You Will Learn Discover transactional machine learning Measure the business value of TML Choose TML use cases Design technical architecture of TML solutions with Apache Kafka Work with the technologies used to build TML solutions Build transactional machine learning solutions with hands-on code together with Apache Kafka in the cloud Who This Book Is For Data scientists, machine learning engineers and architects, and AI and machine learning business leaders.

Digital Media for Learning Apr 24 2022 This book provides a comprehensive overview on the theories, processes, and solutions relevant to effectively creating, using, and managing digital media in a variety of instructional settings. In the first section of the book, the authors provide an overview of the theories, development models, and principles of learning with digital media. In the second section, the authors detail various digital media solutions, including: Instructional Videos, Instructional Simulations and Games, Online Learning, Mobile Learning, and Emerging Learning Technologies. Overall, this book emphasizes the theoretical principles for learning with digital media and processes to design digital media solutions in various instructional settings. The readers are also provided with multiple case studies from real world projects in various instructional settings.

EBOOK: Education Studies: Issues & Critical Perspectives Jan 28 2020 This major text for Education Studies students provides a critical account of key issues in education today. The text features: A critical analysis of key issues in Education Studies to encourage students' thinking about education in the broadest terms Themed sections with introductions to link the issues discussed in each chapter Use of specific examples of educational diversity to illustrate how concerns such as ethnicity, gender and class operate in educational institutions An examination of educational issues as they relate to other phases of educational provision, such as home schooling and universities Education Studies: Issues and Critical Perspectives is an essential text for Education Studies students. It is also of value to students on QTS courses and students and professionals in areas such as sociology, childhood studies, community studies and education policy.

The Challenges to Library Learning Jun 26 2022 The Challenges to Library Learning: Solutions for Librarians offers practical strategies for librarians dealing with challenges including depleted training budgets, overworked staff, and rapidly-changing technology, that hinder the ability--and willingness--of employees to continue job education in library sciences.

Data Science for Marketing Analytics Sep 29 2022 Turbocharge your marketing plans by making the leap from simple descriptive statistics in Excel to sophisticated predictive analytics with the Python programming language Key FeaturesUse data analytics and machine learning in a sales and marketing contextGain insights from data to make better business decisionsBuild your experience and confidence with realistic hands-on practiceBook Description Unleash the power of data to reach your marketing goals with this practical guide to data science for business. This book will help you get started on your journey to becoming a master of marketing analytics with Python. You'll work with relevant datasets and build your practical skills by tackling engaging exercises and activities that simulate real-world market analysis projects. You'll learn to think like a data scientist, build your problem-solving skills, and discover how to look at data in new ways to deliver business insights and make intelligent data-driven decisions. As well as learning how to clean, explore, and visualize data, you'll implement machine learning algorithms and build models to make predictions. As you work through the book, you'll use Python tools to analyze sales, visualize advertising data, predict revenue, address customer churn, and implement customer segmentation to understand behavior. By the end of this book, you'll have the knowledge, skills, and confidence to implement data science and machine learning techniques to better understand your marketing data and improve your decision-making. What you will learnLoad, clean, and explore sales and marketing data using pandasForm and test hypotheses using real data sets and analytics toolsVisualize patterns in customer behavior using MatplotlibUse advanced machine learning models like random forest and SVMUse various unsupervised learning algorithms for customer segmentationUse supervised learning techniques for sales predictionEvaluate and compare different models to get the best outcomesOptimize models with hyperparameter tuning and SMOTEWho this book is for This marketing book is for anyone who wants to learn how to use Python for cutting-edge marketing analytics. Whether you're a developer who wants to move into marketing, or a marketing analyst who wants to learn more sophisticated tools and techniques, this book will get you on the right path. Basic prior knowledge of Python and experience working with data will help you access this book more easily.

Management of Nursing Services and Education - E-Book May 02 2020 Providing quality content on management and education in the current health care settings, this book is particularly useful for the students of B.Sc. nursing (4th year), where the nurses have to manage patients and simultaneously provide nursing services in an effective manner. This text provides comprehensive coverage of all the important processes and techniques that are important for training and development of nurses as good administrators. Strictly as per the INC syllabus Comprehensive and exhaustive coverage yet concise and well structured Dual treatment of concepts: theoretical and applied Lucid style with easy language for ease of comprehension Student-friendly style of presentation: short sentences, bulleted lists, and ample number of tables, figures and charts End-of-chapter questions including multiple-choice questions, especially included keeping in view the examination perspective New to the Second Edition New concepts/techniques of management added in several chapters Updated information added in a number of chapters Outdated content has been replaced with new up-to-date information An altogether new look and feel provided to the book

AR 71-9 12/28/2009 WARFIGHTING CAPABILITIES DETERMINATION , Survival Ebooks Sep 05 2020 AR 71-9 12/28/2009 WARFIGHTING CAPABILITIES DETERMINATION , Survival Ebooks

The Gift of Playful Learning Ebook Dec 21 2021 Explore the power of play in early childhood classrooms! This teacher resource provides practical strategies that create playful learning opportunities for diverse

students. From authors Kenisha Bynoe and Angelique Thompson, this book serves as a comprehensive guide to using play-based learning experiences to introduce curriculum content. With these useful strategies and tips, educators can create learning environments that support the diverse needs of learners and speak to multiple identities and lived experiences. Engage children in purposeful learning that is designed to provoke thought, curiosity, and wonder with the help of this book!

Learn Azure in a Month of Lunches, Second Edition Jul 04 2020 Learn Azure in a Month of Lunches, Second Edition, is a tutorial on writing, deploying, and running applications in Azure. In it, you'll work through 21 short lessons that give you real-world experience. Each lesson includes a hands-on lab so you can try out and lock in your new skills. Summary You can be incredibly productive with Azure without mastering every feature, function, and service. Learn Azure in a Month of Lunches, Second Edition gets you up and running quickly, teaching you the most important concepts and tasks in 21 practical bite-sized lessons. As you explore the examples, exercises, and labs, you'll pick up valuable skills immediately and take your first steps to Azure mastery! This fully revised new edition covers core changes to the Azure UI, new Azure features, Azure containers, and the upgraded Azure Kubernetes Service. Purchase of the print book includes a free eBook in PDF, Kindle, and ePub formats from Manning Publications. About the technology Microsoft Azure is vast and powerful, offering virtual servers, application templates, and prebuilt services for everything from data storage to AI. To navigate it all, you need a trustworthy guide. In this book, Microsoft engineer and Azure trainer Iain Foulds focuses on core skills for creating cloud-based applications. About the book Learn Azure in a Month of Lunches, Second Edition, is a tutorial on writing, deploying, and running applications in Azure. In it, you'll work through 21 short lessons that give you real-world experience. Each lesson includes a hands-on lab so you can try out and lock in your new skills. What's inside Understanding Azure beyond point-and-click Securing applications and data Automating your environment Azure services for machine learning, containers, and more About the reader This book is for readers who can write and deploy simple web or client/server applications. About the author Iain Foulds is an engineer and senior content developer with Microsoft. Table of Contents PART 1 - AZURE CORE SERVICES 1 Before you begin 2 Creating a virtual machine 3 Azure Web Apps 4 Introduction to Azure Storage 5 Azure Networking basics PART 2 - HIGH AVAILABILITY AND SCALE 6 Azure Resource Manager 7 High availability and redundancy 8 Load-balancing applications 9 Applications that scale 10 Global databases with Cosmos DB 11 Managing network traffic and routing 12 Monitoring and troubleshooting PART 3 - SECURE BY DEFAULT 13 Backup, recovery, and replication 14 Data encryption 15 Securing information with Azure Key Vault 16 Azure Security Center and updates PART 4 - THE COOL STUFF 17 Machine learning and artificial intelligence 18 Azure Automation 19 Azure containers 20 Azure and the Internet of Things 21 Serverless computing

Adobe Photoshop Creative Cloud: Comprehensive Oct 26 2019 ADOBE PHOTOSHOP CREATIVE CLOUDTM: COMPREHENSIVE, 1st Edition has been fully revised to meet Adobe's most recent Creative Cloud updates. Coverage of the newest Photoshop functions and tools bring relevancy to your course while helping you maximize your potential with the Photoshop software and familiarize themselves with the Creative Cloud. Part of the highly successful Shelly Cashman Series, ADOBE PHOTOSHOP CREATIVE CLOUD: COMPREHENSIVE, 1ST Edition follows the proven Shelly Cashman Series step-by-step, screen-by-screen approach to learning the Photoshop software. In this text, you will find features designed to engage, improve retention, and prepare you for future success. Expand your understanding of the Photoshop software and graphic design concepts through experimentation, exploration and planning ahead. End of chapter exercises prepare you to become a more capable software user by requiring you to use critical-thinking and problem-solving skills. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

EBOOK: A World of Difference? Comparing Learners Across Europe Mar 12 2021 This fascinating volume compares the experience of young learners in England, France and Denmark in order to examine the relationship between national educational cultures, individual biographies and classroom practices in creating the context for learning. It explores how secondary schools in three very different education systems work to develop the aptitudes and attitudes conducive to lifelong learning in conditions of complexity, uncertainty and multiple change. By drawing upon a rich data-set including questionnaires, individual and group interviews and classroom observation, the book gives a voice to young learners in the three countries. Through detailed case studies and quotations it examines their concerns with schooling, with teachers, with motivation and achievement and explores the very different social contexts which influence their engagement with learning. This book will be an essential resource for researchers, practitioners, students and policy-makers and all those committed to understanding the relationship between culture and learning and to improving secondary education.

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The E-Learning Strategy Jan 10 2021 All successful marketers are constantly on the hunt for the next big thing in their field. A tool, an idea, an approach that will make their product stand out from the rest and ultimately result in more sales and better business outcomes. Now, the next big thing is online education and custom e-Learning to be exact. Today's top marketing organizations are not just those that move first to new channels, but those that utilize the full spectrum of marketing technologies to blend creativity with data. An interesting trend among marketing powerhouses in the world is a surprising move to consumer education through custom e-Learning solutions for business such as product knowledge training courses aimed at potential customers who might be interested in a product or service. In this eBook you will learn about using custom e-Learning as a marketing tool. You will learn how custom e-Learning content can be as effective offering free things such as whitepapers, eBooks, and webinars as a mean of generating leads for your businesses.

Learning Solution-Focused Therapy Oct 07 2020 Solution-focused therapy is an evidenced-based practice that focuses on creating conversations that build solutions, rather than solve problems. Learning Solution-Focused Therapy: An Illustrated Guide teaches readers how to practice and become competent in conducting solution-focused therapy, an area of growing interest as the emphasis on brief therapy increases. Critical to the book's learning strategy is the generous use of case illustrations that are detailed, rich, and instructive without being overly didactic. The case approach provides an effective means for seeing concepts put into practice, and since medicine is becoming more patient-focused, the solution-focused therapy model is highly relevant. Organized to show how a solution-focused interview is conducted, the book presents the basic model and goes on to apply this model in psychopharmacology, addiction, supervision and consultation. Each chapter combines readings, solution-focused questions, case illustrations, learning exercises and video demonstrations (available online), which together constitute a comprehensive course in this therapeutic modality. Moreover, the author's conversational writing style makes the tenets and techniques accessible and interesting to a wide variety of clinicians. Learning Solution-Focused Therapy: An Illustrated Guide will appeal to clinicians who wish to enhance their skills and support their patients' growth in a positive way.

EBOOK: Vector Mechanics for Engineers: Dynamics (SI) Oct 19 2021 Continuing in the spirit of its successful previous editions, the tenth edition of Beer, Johnston, Mazurek, and Cornwell's Vector Mechanics for Engineers provides conceptually accurate and thorough coverage together with a significant refreshment of the exercise sets and online delivery of homework problems to your students. Nearly forty percent of the problems in the text are changed from the previous edition. The Beer/Johnston textbooks introduced significant pedagogical innovations into engineering mechanics teaching. The consistent, accurate problem-solving methodology gives your students the best opportunity to learn statics and dynamics. At the same time, the careful presentation of content, unmatched levels of accuracy, and attention to detail have made these texts the standard for excellence.

EBOOK: Adults Learning Nov 07 2020 How do adults really learn? How do I handle the first class or session? How can I get my material across in a way that will interest and excite people? Completely revised and updated throughout, the new edition of this friendly and practical book is the guide on how to teach adults. Written in an accessible style, it unravels the myths of teaching adults, while explaining why it is both a rewarding and a complex task. Using case studies and examples from a wide range of sources including higher education, adult education and management development, Adults Learning answers questions such as: How do I deal with a group of mixed ability? How can I can I manage the conflicts that may arise in a group? Which teaching methods work best and which are least effective? The author includes new chapters on problem-based learning and action learning, updated and extensive new material on handling groups, and a revised chapter on coaching, providing plenty of points for further discussion. Adults Learning is a must-read for anyone involved in teaching adults.

Applied Machine Learning Solutions with Python Jul 28 2022 A problem-focused guide for tackling industrial machine learning issues with methods and frameworks chosen by experts. KEY FEATURES ? Popular techniques for problem formulation, data collection, and data cleaning in machine learning. ? Comprehensive and useful machine learning tools such as MLFlow, Streamlit, and many more. ? Covers numerous machine learning libraries, including Tensorflow, FastAI, Scikit-Learn, Pandas, and Numpy. DESCRIPTION This book discusses how to apply machine learning to real-world problems by utilizing real-world data. In this book, you will investigate data sources, become acquainted with data pipelines, and practice how machine learning works through numerous examples and case studies. The book begins with high-level concepts and implementation (with code!) and progresses towards the real-world of ML systems. It briefly discusses various concepts of Statistics and Linear Algebra. You will learn how to formulate a problem, collect data, build a model, and tune it. You will learn about use cases for data analytics, computer vision, and natural language processing. You will also explore nonlinear architecture, thus enabling you to build models with multiple inputs and outputs. You will get trained on creating a machine learning profile, various machine learning libraries, Statistics, and FAST API. Throughout the book, you will use Python to experiment with machine learning libraries such as Tensorflow, Scikit-learn, Spacy, and FastAI. The book will help train our models on both Kaggle and our datasets. WHAT YOU WILL LEARN ? Construct a machine learning problem, evaluate the feasibility, and gather and clean data. ? Learn to explore data first, select, and train machine learning models. ? Fine-tune the chosen model, deploy, and monitor it in production. ? Discover popular models for data analytics, computer vision, and Natural Language Processing. ? Create a machine learning profile and contribute to the community. WHO THIS BOOK IS FOR This book caters to beginners in machine learning, software engineers, and students who want to gain a good understanding of machine learning concepts and create production-ready ML systems. This book assumes you have a beginner-level understanding of Python. TABLE OF CONTENTS 1. Introduction to Machine Learning 2. Problem Formulation in Machine Learning 3. Data Acquisition and Cleaning 4. Exploratory Data Analysis 5. Model Building and Tuning 6. Taking Our Model into Production 7. Data Analytics Use Case 8. Building a Custom Image Classifier from Scratch 9. Building a News Summarization App Using Transformers 10. Multiple Inputs and Multiple Output Models 11. Contributing to the Community 12. Creating Your Project 13. Crash Course in Numpy, Matplotlib, and Pandas 14. Crash Course in Linear Algebra and Statistics 15. Crash Course in FastAPI

EBOOK: Working Knowledge Feb 08 2021 "a rich inter-weaving of carefully articulated critical stances... It is impossible, in a short review, to do justice to the quality and variety of all these perspectives... The result is strong coverage of the territory set out in the title, in ways that many working in the field will find valuable." (Phil Hodkinson, Journal of Education for Teaching) Universities are undergoing a series of profound changes. One of the more pronounced of these involves the partnerships that are now being formed between business enterprises and higher education. The emergence of these partnerships has much to do with the changing economy, which is increasingly based around knowledge and information - the traditional stock-in-trade of the university. Knowledge capitalism has given a renewed impetus to higher education. One expression of this is work-based learning, which challenges the scope and site of the university curriculum. This book analyses this development from a number of perspectives: critical, historical, philosophical, sociological and pedagogical. Its various contributors argue that work-based approaches contain much that is challenging to the university, and also much that could help to create new frameworks of learning and new roles for academics. Working Knowledge offers a comprehensive examination of the new vocationalism in higher education.

EBOOK: Leadership and Change for the Health Professional Jul 16 2021 Leadership and Change for the Health Professional will provide health professionals with the latest thinking on leadership theory and research. It highlights the issues that can block successful healthcare leadership initiatives, and explores ways of constructively engaging with the opportunities provided by change. Each chapter draws on practical lessons for effective and efficient leadership of care that is compassionate and safe. Leaders and students at all levels will be able to use this book to expand their leadership repertoire in a text that engages with many themes, including: • The basics of leadership and the idea of leadership as a "calling" • Motivating employees • Implicit leadership theory • Developing trust • Building learning organisations • Gender and equality • Planning and organising change in healthcare • Leading change The links between the theory and practice of healthcare leadership are skilfully explored with examples of research implemented in practice, and the textbook further equips your study with helpful summaries and suggestions for further reading. This is essential reading for all healthcare professionals in clinical practice as well as students studying or engaged in research on health care management and leadership. With a foreword by Thomas Garavan, Edinburgh Napier Business School, UK. "Amongst the vast number of leadership texts published every year this book stands out. It has been edited with considerable care by two highly respected scholars in the field to make it accessible to all those interested in, and practising, leadership, whether healthcare professionals or students. It is well organised and moves seamlessly to address many important questions about the nature of leadership, including important questions of ethics, gender, trust, motivation, innovation, teams, and distributed leadership. The final section focuses on leading change in healthcare, a critical element of leadership practice in today's world. Too many leadership books ignore context. This book, however, is firmly rooted in the healthcare context, and aspires to help professionals in this sector to reflect deeply on the complexities of leading through uncertain times. Whilst each chapter stands alone, the book's merit is in offering multiple perspectives. Curtis and Cullen have encouraged the book's contributors to address the big debates and themes in healthcare leadership today, whilst keeping in sharp focus the practice of leadership." Sharon Turnbull, Visiting Professor, Lancaster University Management School, UK "In Leadership and Change for the Health Professional, Elizabeth Curtis and John Cullen have crafted an exceptionally timely collection of practically-based research insights. As global healthcare systems face disruptive and often uncomfortable forces for change, this book tackles complex topics that health leaders must understand. While oriented toward generative practice and creative leadership skills, Curtis and Cullen do not shy away from engaging with controversial aspects of leadership development, such as bias, gendered practice, or even clinical failure, making it a valuable resource for educators and practitioners alike. Accessible and lively, Leadership and Change for the Health Professional is a successful blend of current issues with a visionary future." Kathy Lund Dean, Board of Trustees Distinguished Professor of Leadership & Ethics, Gustavus Adolphus College, USA "Curtis and Cullen bring together a comprehensive overview of leadership, from its historical development up to its role within the current healthcare context, presented by a variety of scholars. The particular challenges and demands faced by leaders and those who aspire to lead are discussed within and it addresses the many facets of leadership approaches. Anyone interested in the development of leadership and change will find this particularly stimulating and a valuable text for academic and students alike." Alison H James, School of Healthcare Sciences, Cardiff University, UK "This book covers many aspects of leadership, which are timely in nature and directly relevant to health professionals. The contributors are highly respected and offer different perspectives on this complex issue. We need to encourage practitioners to see themselves as leaders – this evidence-based text will serve to guide them in this quest. De-emphasising the individual leadership qualities and including those of teams makes this book stand out from others. The NHS features prominently but despite this, readers from other countries should be able to easily transfer the content to their own health services. The useful websites at the end of each chapter provide further direction for readers. This is a text that is written with a very positive stance, even though the difficulties of being a leader are not ignored. It ends with a discussion on the vision for leadership – at individual, team and organisational levels. Lots to read, absorb and you can do this a chapter at a time which is great." Professor Bridie Kent, Head of School of Nursing and Midwifery, Plymouth University, UK "This book addresses an important topic, where there is huge scope to add value. This is partly due to the scale of the NHS. The language makes the text accessible to professionals as well as academics. It is also good to see that the issue of learning organisations is addressed, as well as impact of leadership on patients." Professor John G Burgoyne, Lancaster University Management School, UK "Leadership and Change for the Health Professional is a timely and authoritative academic and professional

exposition of the challenges for clinicians and healthcare managers in carrying out their management roles in our modern medical and healthcare systems. Its focus on change is both apt and relevant in the context of the dynamic development of our healthcare structures." Niamh Brennan, Michael MacCormac Professor of Management, University College Dublin